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Consumer Engagement with Electronic Word-of-Mouth in Online Retailing: Evidence From Da Nang, Vietnam

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Abstract
The rapid expansion of Internet technologies and Web 2.0 platforms has transformed consumer information search and sharing behaviors in online environments. Electronic word-of-mouth (eWOM) has emerged as a key source of consumer-generated information that strongly influences perceptions and decision-making in online retailing. Although prior research has extensively examined its effects, less attention has been given to how consumers engage with eWOM in terms of content forms, usage patterns, and information channels, particularly in emerging markets. This study addresses this gap by providing a descriptive analysis of consumer engagement with eWOM in online retailing. It examines the types of eWOM content consumers create and consume, the main channels used to access eWOM, and consumer attitudes toward eWOM based on perceived usefulness, attractiveness, and ease of engagement. A quantitative survey was conducted with online retail consumers in Da Nang, Vietnam. Findings reveal distinct behavioral patterns in eWOM usage, including differences in engagement time, preferred content formats, and dominant platforms, alongside generally positive consumer evaluations of eWOM's informational value in purchase decisions.

Keywords: Electronic Word-of-Mouth (eWOM), Online Retailing, Consumer Behavior, User-Generated Content

1. Introduction

The rapid development of Internet technologies and Web 2.0 platforms has significantly transformed the way consumers search for, evaluate, and share product-related information in digital environments. In this context, the interactive nature of online platforms has enabled consumers to actively participate in content creation and information dissemination rather than being passive recipients of marketing messages. Among various forms of user-generated content, electronic word-of-mouth (eWOM) has emerged as one of the most influential mechanisms shaping consumer perceptions and decision-making in online retailing contexts.

Compared to firm-generated communication, eWOM is generally perceived as more credible, authentic, and experience-based, which increases its persuasive power in influencing consumer judgments (Abubakar & Ilkan, 2016) [1]. Consequently, consumers increasingly rely on online reviews, ratings, and peer-generated content available on social media platforms, review websites, and e-commerce platforms when making purchase decisions (Gupta & Harris, 2010) [5]. This shift reflects a broader transformation in consumer information behavior, where interpersonal digital communication plays a central role in reducing uncertainty and perceived risk in online shopping environments.

Extensive research has demonstrated that eWOM significantly affects consumer attitudes, purchase intentions, and decision-making processes (Al-Ja'afreh *et al*., 2020 [3]; Albayrak, 2021). In addition, previous studies have examined its influence on consumer attitudes toward products and services (Salvador Bueno & Gallego, 2021) [16], as well as motivational factors driving consumers to generate eWOM content (Daugherty *et al*., 2013; Zhang *et al*., 2022) [13, 15]. These studies collectively confirm the importance of eWOM as a critical determinant of consumer behavior in digital marketplaces.

However, existing research has primarily focused on the outcomes and antecedents of eWOM, while relatively less attention has been paid to how consumers engage with eWOM in their everyday online retailing activities. In particular, there is limited empirical evidence regarding the specific forms of eWOM content consumers encounter and generate, the dominant channels through which eWOM is accessed, and how consumers evaluate eWOM in terms of experiential attributes such as usefulness and attractiveness. Furthermore, studies focusing on these behavioral aspects remain scarce in emerging market contexts such

as Vietnam, where online retailing is growing rapidly, but consumer digital behavior is still underexplored.

To address these gaps, this study aims to provide a descriptive analysis of consumer engagement with eWOM in the context of online retailing. Specifically, it investigates: (1) the types of eWOM content that consumers commonly create and consume, (2) the primary channels through which consumers access eWOM information, and (3) consumer attitudes toward eWOM based on perceived usefulness, attractiveness, and ease of engagement. A quantitative survey was conducted among online retail consumers in Da Nang, Vietnam.

This study contributes to the existing literature in three ways. First, it extends prior eWOM research by shifting the focus from outcome-based perspectives to behavioral engagement patterns. Second, it provides empirical evidence from an emerging market context, thereby enhancing the external validity of existing findings. Third, it offers practical implications for online retailers and platform providers in designing more effective user-generated content systems to enhance consumer engagement and decision-making support.

2. Literature Review

2.1 Electronic Word-of-Mouth (eWOM): Definition and Distinction from Traditional WOM

Word-of-mouth (WOM) has long been considered an important topic in the field of marketing research. Several studies have identified person-to-person word-of-mouth as one of the most influential and credible sources of information in consumers' decision-making processes. Electronic word-of-mouth (eWOM) is an evolution of traditional WOM driven by the development of information and communication technologies (ICTs).

EWOM can be expressed in various forms, including online reviews, comments, and posts on forums, social networking platforms (e.g., Twitter, Facebook, Instagram), and websites (Hennig-Thurau, Gwinner, Walsh, & Gremler, 2004) [6]. According to Hennig-Thurau *et al*. (2004) [6], eWOM is defined as "*any positive or negative statement made by potential, actual, or former customers about a product, service, or company, which is made available to a multitude of people and institutions via the Internet.*"

EWOM is considered an informal communication tool directed toward consumers through internet-based platforms and ICT systems, and it is often related to the usage experience or specific characteristics of goods and services. Consumers are empowered to share their experiences, opinions, and knowledge about specific topics, thereby generating eWOM content. It has been widely recognized that eWOM plays an important role in online shopping contexts as well as in high-credence service industries such as tourism and hospitality. Some scholars argue that eWOM is simply the online extension of traditional WOM. However, research has also highlighted key differences between eWOM and traditional word-of-mouth. In particular, Huete-Alcocer (2017) [10] distinguishes these two forms based on four criteria: credibility, privacy, speed of dissemination, and accessibility.

Table 1: The difference between WOM and EWOM

Criteria	WOM	EWOM
Credibility	The sender is known to the receiver, which increases the perceived credibility of the information and enhances trust in the message	There is anonymity between the sender and the receiver of information, which negatively affects the credibility of the information
Privacy	Communication is private and interpersonal, typically occurring through direct conversations (e.g., dialogue-based exchanges) and in real time.	The shared information is not private, because it is recorded, and it can sometimes be accessed by anyone at any time
Speed of dissemination	Message diffusion is relatively slow, as individuals must be present at the time the information is shared for it to be received.	Messages are transmitted more quickly among users and via the Internet, and can be disseminated at any time
Accessibility	Information is difficult to access, given its limited reach and dependence on direct interpersonal contact.	Easy to access

Source: Nuria Huete-Alcocer, 2017 [10]

2.2 The Forms of EWOM

Before examining the specific forms of electronic word-of-mouth (eWOM), it is essential to situate eWOM within the broader concept of user-generated content (UGC). UGC refers to any form of content created and published by end-users on the Internet rather than professional media organizations or communication experts (Kaplan & Haenlein, 2010; OECD, 2007) [7, 11]. It includes a wide range of digital materials such as videos, audio recordings, images, blog posts, discussion forum content, and online feedback generated on various platforms.

Within this broader ecosystem, eWOM represents a specific subset of UGC that focuses exclusively on consumers' opinions, evaluations, and statements—positive or negative—about products, services, or companies shared via online channels. Unlike general UGC, which may include entertainment, informational, or personal content, eWOM is inherently market-oriented and directly linked to consumption experiences and brand-related judgments. Accordingly, eWOM constitutes a more focused and commercially relevant form of UGC, as it plays a significant role in shaping consumer perceptions, trust formation, and purchase decision-making processes in digital environments.

From a structural perspective, eWOM can be conceptualized as a multi-layered phenomenon that operates across different digital platforms and takes diverse content forms. At the platform level, eWOM can be categorized into two main environments.

The first includes *online feedback systems and consumer review websites*, such as Amazon.com, eBay.com, Walmart.com, Tiki.vn, Lazada.vn, and TripAdvisor.com. These platforms are specifically designed to facilitate structured consumer evaluations following product or service consumption. eWOM in this context is closely

associated with transactional experiences and plays a critical role in shaping marketing outcomes, including perceived quality, brand trust, and purchase decisions.

The second group consists of *electronic discussion forums, online communities, and social networking platforms*, such as Facebook, Instagram, LinkedIn, and other community-based networks. These platforms enable more informal, interactive, and socially embedded communication among users. Unlike structured review systems, eWOM in these environments is more dynamic and conversational in nature, often integrating both informational and emotional content in user interactions.

Beyond platform-based distinctions, eWOM can also be classified according to its *content-based forms,* including online reviews, ratings, comments, recommendations, and content-sharing behaviors. Online reviews provide detailed experiential narratives that allow in-depth evaluation of products or services. Ratings function as simplified evaluative signals that reduce cognitive effort in decision-making. Comments and discussions facilitate interactive exchanges among users, enabling real-time opinion formation and social influence processes. Meanwhile, recommendations and sharing behaviors contribute to the diffusion of information across social networks, increasing the reach and visibility of eWOM content.

In summary, this two-level typology—comprising platform-based and content-based dimensions—highlights the heterogeneous nature of eWOM. It reflects different modes of consumer engagement ranging from passive information consumption (e.g., ratings) to active content creation and social dissemination (e.g., reviews, comments, and shares). This conceptualization provides a comprehensive foundation for analyzing how consumers engage with eWOM in online retailing environments.

2.3 Prior Studies on eWOM in Online Retailing

A substantial body of research has investigated electronic word-of-mouth (eWOM) in the context of online retailing, focusing on its influence on consumer behavior, methodological approaches, and application contexts. Overall, these studies consistently highlight the significant role of eWOM in shaping consumer attitudes, trust, and purchase-related decisions in digital environments.

A first stream of research examines the impact of eWOM on consumer attitudes and behavioral intentions. For example, Salvador Bueno and Gallego (2021) [16], using a PLS-SEM approach with customers in C2C platforms such as Taobao, found that eWOM significantly influences consumer attitudes toward purchasing decisions in electronic marketplaces. Similarly, Lê Minh Chí and Lê Tấn Nghiêm (2018) [8], through a structural equation modeling (SEM) approach among social media users, demonstrated that perceived information quality, trust, and usefulness of eWOM positively affect consumer acceptance of online information and subsequently influence purchase intention. These findings reinforce the importance of eWOM as a key determinant in shaping consumer decision-making processes.

A second stream of research focuses on the differential effects and moderating mechanisms of eWOM. Yan *et al*. (2018) [14], using ANOVA and pilot testing with student samples, examined how different types of eWOM influence consumer perceptions. Their study further highlights the role of perceived risk as a moderating factor affecting trust in eWOM under different product conditions. These results suggest that the effectiveness of eWOM is not uniform but varies depending on message type and contextual factors.

A third stream of research investigates the economic and performance-related outcomes of eWOM in online retail environments. Roy, Datta, and Basu (2017) [12], using regression analysis on e-commerce website customers, found that both positive and negative eWOM significantly influence online sales performance. Their study also indicates that the combined effect of mixed eWOM signals can contribute to more balanced consumer evaluations in digital marketplaces. Table 2 presents a summary of selected prominent domestic and international studies related to eWOM in the online retailing context.

Table 2: Some Prior Studies on eWOM in Online Retailing

Authors	Data	Research method	Results
Salvador Bueno, M. Dolores Gallego, 2021 [16]	Customer on the C2C Taobao platform	PLS-SEM	- Focus on C2C communication in the e-commerce sector - Analyzes the impact of eWOM on consumers' purchase attitudes
Lê Minh Chí, Lê Tấn Nghiêm (2018) [8]	Social media users	SEM	- Determine the influence of attitudes toward information, information needs, information credibility, and information usefulness on the acceptance of eWOM. - Examine the impact of eWOM on consumers' purchase intention on social media platforms.
Yan, Qiang, *et al* (2018) [14]	Student	ANOVA and Pilot test	- Examine the effects of different types of eWOM, tie strength, and social cues on consumers' perceived eWOM credibility, under the moderating influence of product-related risk
Roy, Gobinda, Biplab Datta, & Rituparna Basu (2017) [12]	E-commerce website customers	Multiple linear regression	Analyze the impact of positive and neutral mixed eWOM on online sales performance.
Litvin *et al*. (2008) [9]		Literature review	- Personal or electronic word-of-mouth information should be considered a cost-effective marketing tool in the tourism industry. - Marketers should pay attention to emerging word-of-mouth technologies.

Source: Author's own compilation

In addition, Litvin *et al*. (2008) [9] emphasize the role of electronic word-of-mouth in marketing communication, particularly in the tourism sector. Their study highlights that electronic interpersonal communication significantly reduces marketing costs and enhances the efficiency of promotional activities, while also stressing the importance of emerging communication technologies in shaping consumer influence processes.

Despite these contributions, most existing studies primarily focus on the effects of eWOM on attitudes, intentions, or firm performance, or examine methodological variations in analyzing eWOM (e.g., SEM, regression, ANOVA).

However, relatively limited attention has been given to the behavioral engagement perspective, particularly how consumers interact with eWOM in terms of content consumption patterns, engagement time, preferred forms, and information channels in online retailing contexts. Furthermore, empirical evidence from emerging markets such as Vietnam remains limited, despite the rapid expansion of e-commerce and digital consumer participation. This suggests a need for more descriptive studies that capture real consumer engagement behavior with eWOM in practical online retailing environments.

3. Current Situation of eWOM Creation and Usage

3.1 Survey design

To examine the current status of electronic word-of-mouth (eWOM) creation and usage in the online retailing context, this study employed an online survey conducted from October 2021 to January 2022. A random sampling technique was applied, targeting an initial sample size of 300 respondents. After data screening, 245 valid responses were retained for statistical analysis, corresponding to a response rate of 81.6%.

Table 3: Sample information

Respondents	Sample size	Sampling method	Data collection period
Consumers in Da Nang	N = 300	Random sampling	Oct 2025 – Jan 2026

The survey questionnaire was structured around three main sections: (i) eWOM creation and consumption behavior, (ii) consumer attitudes toward eWOM, and (iii) basic demographic information.

+ The first section focused on eWOM creation and consumption behavior, measured through three key aspects: average daily time spent creating and consuming eWOM; types of eWOM content experienced, including videos, audio, images, text, and mixed formats (combining video, image, and text); and primary eWOM information channels such as personal blogs, online forums, social networking platforms, and seller review websites.

+ The second section measured attitudes toward eWOM using a five-point semantic differential scale across three dimensions: unpleasant/pleasant, unattractive/attractive, and not useful/useful. Higher scores indicate more positive attitudes toward eWOM.

+ The third section collected demographic variables, including gender, age, income, occupation, frequency of online shopping, and commonly used online shopping channels.

3.2 Survey Results

3.2.1 Sample Demographic Profile

The sample consisted of 61% male and 39% female respondents. The majority were concentrated in the 25–45 age group (34.69%). Regarding income distribution, most respondents earned between 8 and 15 million VND per month (49.39%). In terms of online shopping frequency, the dominant pattern was 1–2 purchases per month (40.4%).

Social media platforms such as Facebook and Zalo were identified as the most commonly used shopping channels (67.75%), followed by e-commerce platforms such as Shopee, Lazada, and Tiki (63.67%). This reflects the strong penetration of both social commerce and traditional e-commerce platforms in Vietnam. Detailed demographic information is presented in Table 4.

Table 4: Sample Demographic Characteristics

Variable	Percentage (%)
Age	
< 25 years	28.57
25–45 years	34.69
45–65 years	26.12
> 65 years	11.43
Income	
< 8 million VND	27.35
8–15 million VND	49.39
> 15 million VND	24.08
Online shopping frequency	
Rarely	26.35
1–2 times/month	40.4
3–4 times/month	26.53
> 4 times/month	10.61
Online shopping channels	
Brand websites	22.04
E-commerce platforms	63.67
Social media platforms	67.75

3.2.2 eWOM Creation and Consumption Behavior

The results indicate that 87% of respondents had engaged in at least one form of eWOM consumption. On average, respondents spent approximately 55.66 minutes per day engaging with eWOM content. Among content types, visual-based eWOM dominated consumption behavior, with images (51.1%) and videos (48.9%) being the most frequently accessed formats, followed by textual reviews (24.9%) (Table 5).

Table 5: Types of eWOM Content: Consumption and Creation

eWOM type	Consumption (%)	Creation (%)
Video	48.9	11.2
Audio	11.2	8.1
Images	51.1	46.5
Text	24.9	44.0
Mixed content	20.7	21.3
Others	3.5	6.5

In terms of production behavior, only 21.84% of respondents reported actively generating eWOM content. These users spent an average of 112 minutes per day creating eWOM. The most common forms of content creation were images (46.5%), followed by textual posts (44%), and mixed-format content (21.3%).

Regarding dissemination channels, social networking platforms accounted for the highest proportion (53.4%), followed by seller review websites (45%), online forums (22.1%), and personal blogs (11.7%) (Table 6).

Table 6: eWOM Information Channels

Channel	Percentage (%)
Personal blogs	11.7
Online forums	22.1
Social networking platforms	53.4
Seller review websites	45.0

These findings indicate a clear preference for visually rich and easily digestible eWOM formats such as images and videos. In online retailing contexts, where consumers cannot directly experience products before purchase, such visual

eWOM plays a critical role in reducing perceived risk and enhancing trust.

However, consumers tend to contribute more frequently in simpler formats, such as images and text, rather than videos or complex mixed content. This suggests that content creation effort is an important determinant of eWOM production behavior, with lower-effort formats being more commonly generated.

3.2.3 Attitudes Toward eWOM

Overall, consumers in Da Nang exhibited a favorable attitude toward eWOM, with a mean score of 4.50 (SD = 1.37, $\alpha = 0.93$). Across all dimensions, respondents reported moderately positive evaluations in terms of pleasantness, attractiveness, and usefulness. Specifically, mean scores for pleasantness, attractiveness, and usefulness were 4.36 (SD = 1.39), 4.65 (SD = 1.36), and 4.50 (SD = 1.37), respectively (Table 7).

Table 7: Attitudes Toward eWOM

Dimension	Mean	SD
Pleasantness	4.36	1.39
Attractiveness	4.65	1.36
Usefulness	4.50	1.37

Overall, the findings provide empirical evidence of how consumers in an emerging market context engage with eWOM in terms of consumption intensity, content preferences, and attitudinal evaluations.

4. Discussion

Electronic word-of-mouth (eWOM) has become increasingly prevalent and plays a direct role in shaping consumers' decision-making processes, particularly in the context of online retailing. Understanding consumers' eWOM usage patterns, the dominant content formats, and their attitudes toward eWOM provides important implications for marketers and online retailers in forecasting consumer behavior, as well as in managing information dissemination and potential communication crises.

The findings indicate that eWOM creation and consumption are predominantly associated with visual and textual formats, including images, videos, text-based posts, audio content, and mixed media formats. This can be explained by the fact that internet users today have greater control over information selection and consumption, with a preference for content that is both accessible and easy to process. The integration of text with visual elements such as images and videos enhances informational richness and increases content attractiveness, thereby improving user engagement.

Moreover, the results reveal a notable distinction between eWOM consumption and creation behaviors. Consumers tend to engage more frequently with visually rich content such as videos and images when consuming eWOM. In contrast, eWOM creators are more likely to express their opinions, experiences, and emotions through text-based posts and image-based content shared on social media platforms or seller review systems. This asymmetry suggests that consumption and production behaviors are driven by different motivational and cognitive processes.

These differences may also be partially attributed to variations in individual skills and capabilities. For instance, producing video or audio content requires higher levels of technical competence and resources compared to writing text-based reviews or posting images, which are generally easier and less time-consuming. However, a more comprehensive explanation of this divergence requires further empirical investigation into user capabilities and platform constraints.

In addition, consumer attitudes toward eWOM appear to independently influence both consumption and creation behaviors. The more positive consumers' attitudes toward eWOM are, the more likely they are to engage with and generate eWOM content. This reinforces the idea that eWOM is not only an information source but also a socially reinforced communication mechanism that becomes more influential as user perceptions improve.

In short, these findings highlight important managerial implications for online retailers. Firms should focus on creating positive consumer experiences, as satisfied customers are more likely to become credible sources of eWOM dissemination through sharing their opinions and experiences. In this sense, consumers themselves function as voluntary communication agents, amplifying marketing messages through authentic and experience-based content creation.

5. Conclusion

This study provides a clearer understanding of electronic word-of-mouth (eWOM) in the context of rapid developments in communication platforms, Web 2.0 technologies, and the increasing intensity of two-way information exchange. Overall, eWOM has become an important tool for firms to better understand customer needs and to adjust their communication strategies regarding products and services, thereby improving marketing effectiveness and potentially enhancing business performance.

Based on an empirical survey of 300 consumers in Da Nang, Vietnam, this study examined the current status of eWOM creation and usage in the online retailing context. The findings identify key behavioral patterns, including the time spent engaging with eWOM, dominant content formats, and the most frequently used channels.

Specifically, visual-based content such as online images (51.1%) and videos (48.9%) represent the most commonly consumed forms of eWOM, followed by textual review content (24.9%). In terms of dissemination channels, social networking platforms dominate (53.4%), followed by seller review websites (45%). These results highlight the strong preference for visually rich and easily digestible information in online retail environments.

Regarding production behavior, consumers spend an average of approximately 112 minutes per day creating eWOM content. The most common forms of user-generated content include images (46.5%), textual posts (44%), and mixed-format content combining text, images, and videos (21.3%). This suggests that while consumers actively participate in eWOM creation, they tend to favor simpler and less resource-intensive formats.

Furthermore, the results indicate that consumers in Da Nang exhibit a generally favorable attitude toward eWOM in the online retailing context. Evaluations across dimensions of pleasantness, attractiveness, and usefulness suggest that eWOM is perceived positively, reinforcing its role as a trusted and influential source of information in consumer decision-making processes.

Overall, these findings contribute empirical evidence on how consumers engage with eWOM in an emerging market

context, providing insights into both consumption and creation behaviors as well as attitudinal evaluations in online retail environments.

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